



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 205753 /		<u>Alt Order #</u> 06852719
<u>Product</u> FRIENDS/CHRIS MURPHY		
<u>Contract Dates</u> 09/17/12 - 09/23/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 09/14/12 / 09/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> FOCM	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Message & Media Inc**  
**100 Albany Street**  
**New Brunswick, NJ 08901**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/17/12	09/21/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$250.00	0.00			
N 2	WTNH	09/17/12	09/21/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 3	WTNH	09/17/12	09/21/12	News 8 @ 6a	6a-7a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 4	WTNH	09/17/12	09/21/12	GMA	7a-9a		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 5	WTNH	09/22/12	09/23/12	SaSu 6a-8a	6a-8a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				2	\$150.00	0.00			
N 6	WTNH	09/22/12	09/23/12	GMA SaSu	8a-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS				1	\$300.00	0.00			
N 7	WTNH	09/23/12	09/23/12	ABC This Week	9a-10a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 8	WTNH	09/17/12	09/21/12	M-F 9a-10a	9a-10a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$250.00	0.00			
N 9	WTNH	09/17/12	09/21/12	The View	11a-12p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$450.00	0.00			
N 10	WTNH	09/17/12	09/21/12	News 8 Noon	12p-1230p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 11	WTNH	09/17/12	09/21/12	Katie	3p-4p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 12	WTNH	09/17/12	09/21/12	M-F 4p-5p	4p-5p		:30				NM	5	\$1,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
205753 /	06852719

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/17/12 - 09/23/12	FRIENDS/CHRIS MURP	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$350.00	0.00			
N 13	WTNH	09/17/12	09/21/12	News 8 5p-6p	5p-6p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$500.00	0.00			
N 14	WTNH	09/17/12	09/21/12	News 8 6p Weather BB	6p-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$700.00	0.00			
N 15	WTNH	09/22/12	09/22/12	Sa News 8 @ 7p	7p-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$300.00	0.00			
N 16	WTNH	09/23/12	09/23/12	Su News 8 @ 6p	6p-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$350.00	0.00			
N 17	WTNH	09/17/12	09/21/12	M-F 7p-730p	7p-730p		:30				NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,400.00	0.00			
N 18	WTNH	09/17/12	09/23/12	Late News 8	11p-11:35p		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTFSS				5	\$800.00	0.00			
N 19	WTNH	09/17/12	09/21/12	General Hospital	General Hospital		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$300.00	0.00			
N 20	WTNH	09/21/12	09/21/12	Fri Hour 3	10p-11p		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$2,100.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>77</b>	<b>\$36,700.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	77	\$36,700.00	\$31,195.00
<b>Totals</b>	<b>77</b>	<b>\$36,700.00</b>	<b>\$31,195.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6852719  
EC'd Yes

Ver# 1  
Status New

Printed: 09/14/2012 1:07 PM  
Last Received: 09/14/2012 12:48 PM  
Showing Buylines: All Lines

Traffic Order# 205793

1 of 3

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) FRNDS OF C. MURPHY  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency ( ) MESSAGE & MEDIA  
100 ALBANY ST.  
NEW BRUNSWICK, NJ 08901  
Agency C/P1/P2/E  
Flight Dates 09/17/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---												
FRIENDS OF CHRIS MURPHY SC=*												
Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
	09/17-09/21	M-F	5A-530A	5	:30	\$250.00	3	5		1	\$1,250.00	
	Buyline Comment: GD MRN CT											
	09/17-09/21	M-F	530A-6A	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: GD MRN CT											
	09/17-09/21	M-F	6A-7A	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: GD MRN CT											
	09/17-09/21	M-F	7A-9A	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: GMA											
	09/22-09/23	SA-SU	6A-8A	2	:30	\$150.00	3	2		1	\$300.00	
	Buyline Comment: GM CT WKEND											
	09/22-09/23	SA-SU	8A-9A	1	:30	\$300.00	3	1		1	\$300.00	
	Buyline Comment: GMA WKEND											
	09/23-09/23	SU	9A-10A	1	:30	\$350.00	3	1		1	\$350.00	
	Buyline Comment: THIS WEEK											
	09/17-09/21	M-F	9A-10A	5	:30	\$250.00	3	5		1	\$1,250.00	
	Buyline Comment: DR PHIL											
	09/17-09/21	M-F	11A-12P	5	:30	\$450.00	3	5		1	\$2,250.00	
	Buyline Comment: THE VIEW											
	09/17-09/21	M-F	12P-1230P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: NEWS											

OK-9/14

Rep Order# 6852719 Ver# 1 Status New Traffic Order# Printed: 09/14/2012 1:07 PM 2 of 3

EC'd Yes Last Received: 09/14/2012 12:48 PM Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) FRNDS OF C. MURPHY  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency ( ) MESSAGE & MEDIA  
100 ALBANY ST.  
NEW BRUNSWICK, NJ 08901  
Agency C/P1/P2/E  
Flight Dates 09/17/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
12	09/17-09/21	M-F	3P-4P	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: KATIE COURIC												
13	09/17-09/21	M-F	4P-5P	5	:30	\$350.00	3	5		1	\$1,750.00	
Buyline Comment: JUDGE JUDY												
14	09/17-09/21	M-F	5P-6P	5	:30	\$500.00	3	5		1	\$2,500.00	
Buyline Comment: NEWS												
15	09/17-09/21	M-F	6P-7P	5	:30	\$700.00	3	5		1	\$3,500.00	
Buyline Comment: NEWS												
16	09/22-09/22	SA	7P-730P	1	:30	\$300.00	3	1		1	\$300.00	
Buyline Comment: NEWS												
17	09/23-09/23	SU	6P-630P	1	:30	\$350.00	3	1		1	\$350.00	
Buyline Comment: NEWS												
18	09/17-09/21	M-F	7P-730P	5	:30	\$1,400.00	3	5		1	\$7,000.00	
Buyline Comment: JEOPARDY												
19	09/17-09/23	M-SU	11P-1135P	5	:30	\$800.00	3	5		1	\$4,000.00	
Buyline Comment: LATE NEWS												
22	09/17-09/21	M-F	2P-3P	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: GENERAL HOSP												
23	09/21-09/21	F	10P-11P	1	:30	\$2,100.00	3	1		1	\$2,100.00	
Buyline Comment: 20/20												

---REPORT TOTALS---

Last Received: 09/14/2012 12:48 PM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) FRNDS OF C. MURPHY  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency ( ) MESSAGE & MEDIA  
100 ALBANY ST.  
NEW BRUNSWICK, NJ 08901  
Agency C/P1/P2/E  
Flight Dates 09/17/2012 - 09/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 77 / \$36,700.00

---SALES MONTHLY TOTALS---

Sep 12: 77 / \$36,700.00  
Sales Totals: 77 / \$36,700.00  
Station Totals: 77 / \$36,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$121,846	CABL 0%	WCCT 0%	WCTX 0%	WFSB 59%	WHCT 0%
		WRDM 0%	WTIC 10%	WTNH 30%	WUVN 0%	WVIT 0%
		XXX 0%				

Books null  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WTNH-TV	<b>Date:</b> 9/10/12
---	-------------------------

I, Leah Casterlin,  
 being/on behalf of: Chris Murphy, a legally  
 qualified candidate of the Democratic political  
 party for the office of: US Senate  
 in the General  
 election to be held on: Nov, 6 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
9/10-11/6					

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Chris Murphy

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kathy Altobello

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

9/10/12

Leah Casterlin

Date

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Leah Casterlin  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

(Message & Media, Inc.)

\_\_\_\_\_  
signature of candidate or authorized committee

Leah Casterlin

\_\_\_\_\_  
printed name

9/10/12

\_\_\_\_\_  
date



## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.